

Abstract

Topic: Economy of German football league

Objectives: The main objective of this work is to analyze the economy of the German football league, price development of athletes and clubs, application of forecasting methods for the future development of total revenue

Methods: The methods of this work will be an economic analysis, that is about selection, evaluation and explanation of the economic statements competition and prognostic method of analogy. At first the GDP of the Federal Republic of Germany will be compared to the development of the competition income for it to be partially confirmed or refuted reciprocal link. Subsequently, the calculated predicted value for season 2014/2015.

Results: The analysis shows that the economy of the German competition is very rationally set. Proof of this are constantly increasing returns of economy in each individual economic sectors of Bundesliga. The calculated prediction suggests that the growing trend of the competition total income will continue.

Key words: Economic analysis, marketing, forecasting methods, Bundesliga